WHAT IS CLAIMED IS:

1. A runflat tire which is comprised of a generally toroidal-shaped carcass with an outer circumferential tread, two spaced beads, a radial structure having at least one ply extending from bead to bead and sidewalls extending radially from and connecting said tread to said beads; wherein said tread is adapted to be ground contacting, and said sidewalls contain at least one insert radially inward from said ply and wherein the insert is comprised of a rubbery polymer and 1,6-bis(N,N'-dibenzylthiocarbamoyldithio)-hexane.

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- 2. The runflat tire of claim 1 wherein the insert comprises from .1 to 10 phr of 1,6-bis(N,N'-dibenzylthiocarbamoyldithio)-hexane.
- 3. The runflat tire of claim 1 wherein the insert additionally comprises a cured polydiene rubber from about 10 phr to about 130 phr of a filler.
- 4. The runflat tire of claim 1 wherein said rubbery polymer is selected from the group consisting of natural rubber, neoprene, polyisoprene, butyl rubber, halobutyl rubber, polybutadiene, styrene-butadiene copolymer, styrene/isoprene/ butadiene rubber, isoprene/butadiene rubber, methyl methacrylate-butadiene copolymer, isoprene-styrene copolymer, methyl methacrylate-isoprene copolymer, acrylonitrile-isoprene copolymer, acrylonitrile-butadiene copolymer, EPDM, a rubber coupled with a group IVa metal and mixtures thereof.
- The runflat tire of claim 1 wherein from 0.5 to 20 phr of a sulfur containing organosilicon compound is present and is of the formula:

Z-Alk-S_n-Alk-Z

30 in which Z is selected from the group consisting of

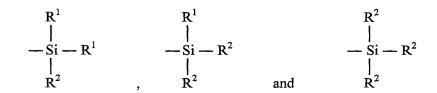
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Where R¹ is an alkyl group of 1 to 4 carbon atoms, cyclohexyl or phenyl; R² is alkoxy of 1 to 8 carbon atoms, or cycloalkoxy of 5 to 8 carbon atoms; Alk is a divalent hydrocarbon of 1 to 18 carbon atoms and n is an integer of 2 to 8.

- 6. The runflat tire of claim 3 wherein said filler is silica.
- 7. The pneumatic tire of claim 3 wherein the 1,6-bis(N,N'-dibenzylthiocarbamoyldithio)-hexane is present in an amount which is within the range of about 0.5 phr to about 5 phr.
- 8. The pneumatic tire of in claim 4 wherein the group IVa metal is selected from the group consisting of tin, lead, germanium and silicon.
 - 9. The pneumatic tire of claim 3 wherein the filler is carbon black.
- 10. The pneumatic tire specified in claim 3 wherein the filler is present at a level which is within the range of about 35 phr to 65 phr.
- The pneumatic tire of claim 8 wherein the rubber coupled with a Group IVa metal is selected from the group consisting of styrene-butadiene rubber, polybutadiene rubber, polybutadiene rubber, and styrene-isoprene-butadiene rubber.
- 12. The pneumatic runflat tire of claim 1 wherein said insert is substantially crescent-shaped and is juxtapositioned to and axially inward of at least one of said carcass plies in each of said sidewalls of the tire.
 - 13. The runflat tire of claim 1, wherein said pneumatic radial ply runflat passenger tire having a tread, a casing with two sidewalls, two annular beads, a radial ply structure extending between the two annular beads and a belt structure located between

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the tread and the radial ply structure, radial ply structure is comprised of: (a) an inner radial ply having metal reinforcement cords capable of supporting compressive loads under runflat operating conditions; (b) an outer radial ply having organic fiber reinforcement cords capable of supporting tensile loads under runflat operating conditions; and (c) an insert having a neutral bending axis therethrough, the insert being circumferentially disposed between the inner and outer radial plies and in a flex area of each sidewall, such that the neutral bending axis is located further from the outer ply under runflat operating conditions for reducing the flexure of the sidewall.